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OFFICE and GREENHOUSES at EAST 7TH & HANCOCK

GENERAL ESTABLISHMENT FOR ORNAMENTAL HORTICULTURE

GROWERS of INDOOR and HARDY PLANTS SHRUBS and VINES

J. Bacher, Prop

Portland, Ore



Portland's dependable source of Fine Hardy Plants
Choice Bulbs, Evergreen Shrubs, Vines & Roses
LIST OF SPECIAL FEATURES FOR FALL AND WINTER PLANTING



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BUREAU OF PLANT INDUSTRY,
Horticultural and Pomological Investigations.

8-2802

1922

MAR 7 1925
U. S. Department of Agriculture

The Wallflower Window Box



Dreamy colors, blended, dainty, pleasing fragrance, greet us faintly

ATTRACTIVE but economical window boxes for Winter and Spring—The inexpensive way of making porch or window boxes look attractive all winter long is by planting these boxes with Wallflowers after the summer flowers are gone. The old soil will answer very well and cold weather will not affect them. Their flowering season is from March to May and their delightful fragrance is a charming feature. Bulbs of Narcissus, Crocus, Daffodils or Tulips may be used with Wallflowers if more variety is desired. By the use of separate colors beautiful combinations may be possible. The following varieties are the finest the public of Portland has ever been offered. Price \$1.50 per dozen plants, \$2 per dozen for special, selected quality.

WALLFLOWER VESUVIUS—Tall, single flowered buds, orange scarlet; when fully open, bronzy yellow.

WALLFLOWER, DARK RED—Tall, large flowered, single.

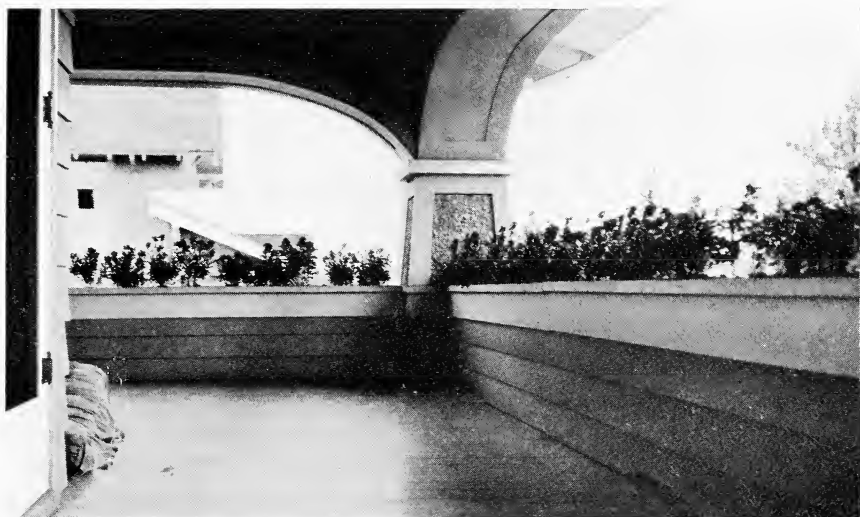
WALLFLOWER, GOLDEN BEDDER—A beautiful, rich yellow, rather compact.

WALLFLOWER, RUBY GEM—A striking, violet color with bluish glow.

WALLFLOWER, CLOTH OF GOLD—Large flowered, deep yellow.



The exquisite beauty of the Wallflower Window Boxes make this residence exceptionally attractive



Wallflowers lending attractive distinction to this porch

FOR planting of beds and borders in the garden, the dwarf or Tom Thumb varieties of Walls Flowers are very desirable and satisfactory, and make it possible to carry out delightful color effects. Where window boxes are sheltered from winter rains they must be watered when soil dries out or results may be disappointing. However, very good drainage must be provided for boxes exposed to full rains, as the plants suffer much from excessive moisture if water cannot drain off readily.

TOM THUMB VIOLET—A rather unusual violet color, contrasting richly with yellow or brown.

TOM THUMB CRIMSON—The very darkest red dwarf wallflower known.

TOM THUMB CANARY BIRD—A novelty with dark green, shining foliage of very compact growth, bright canary yellow.

DOUBLE DWARF BRANCHING MIXED—Double wallflowers are comparatively little known, and are of the same nature as double stocks in not blooming all double. They are very attractive and fragrant, the same as singles. Our stock of these is rather limited, and early orders will be more certain of extra choice plants.

☞ For packing and shipping by express not prepaid, add 50 cents per dozen plants to purchase price. Window boxes and beds will be planted to order within a radius of three miles from the establishment for a nominal charge covering time required plus cost of plants. Orders for planting must be placed several days in advance.

The Catch Fly or Silene Pendula

AN almost forgotten old-time hardy annual of wonderful beauty. No early spring flower grows quicker or produces a greater quantity of attractive blossoms, though small, but forming a solid mass of colors during May. The easy and free growing nature of this plant makes it a most desirable subject to have for local gardens where masses of color are wanted. Poor soils have no terrors for this charming little plant, and whether it be used to fill flower beds, borders, boxes or urns, the effect obtained is charming. The low cost of plants is another feature that recommends it where economy is to be considered.

¶ The Swiss Floral Company takes pride in growing flowers that even flower lovers of limited means can afford to plant, and prices this plant of many charms at 50 cents per dozen, \$3.50 per 100.

¶ As a ground planting for bulb beds it is very desirable. We offer three varieties:

SILENE PENDULA PEACHBLOSSOM—Light pink, double and semi-double flowers, very compact and dwarf.

SILENE PENDULA VENUS—A single, pure white variety of rather rampant growth.

SILENE PENDULA ROSEA—A strong, vivid pink, rampant growing, free bloomer.

¶ We recommend these to all lovers of color masses:

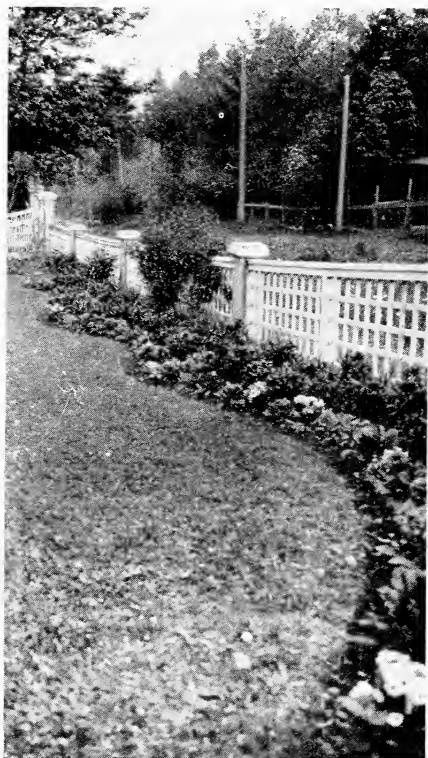
FORGETMENOTS—We have a special deep blue of exceptional beauty. 75 cents per dozen.

GIANT DAISY—With flowers often larger than a silver dollar. Makes fine borders for spring beds of hardy flowers. White, pink and red shades. 75 cents per dozen.



SILENE PENDULA ROSEA Catch Fly
The Pride of Laurelhurst Spring of 1921

Hardy Flowers for Beds and Borders



A charming display of Garden Primulas in one of Riverdale's Gardens. Sweet Williams are forming the body of this colorful perennial bed planted by Swiss Floral Company

early in many shades of blue, lavender or pink. It does not possess the resistance to neglect as the other kinds, but its color displays make it especially admired in the earliest spring days. Strong plants, 25 cents each or \$2.50 per dozen (limited quantity).

☛ For especially hot, sunny locations we have grown and recommend the Sun or Rockroses, a shrubby, low-growing, hardy perennial of unusual charm through its bright and graceful little flowers resembling wild roses. We have two colors in these—a beautiful salmon rose and a creamy white. These *Helianthemums* (their botanical name) bloom during June and July, depending on location, but should never be planted in the shade. Two-year-old plants 35 cents each, young plants \$1.50 per dozen (limited quantity only).

LONDON PRIDE (*Saxifraga Umbrosa* and *Saxifraga Decipiens*)—Two dainty border plants for rather shady and damp places. Would, if planted this fall or winter, add great charm to gardens. Small plants, \$1.50 per dozen (limited quantity only).

FOR THE HARDY GARDEN we have some very fine Primulas in mixed colors of exquisite shades. These make beautiful borders or beds when planted in good soil of a rather porous and rich nature. Price, \$2 per dozen.

A BORDER OF EXCEPTIONAL CHARM may be obtained through the use of our fine Scotch Feather Pinks. These we have in various colors, and recommend them especially where soil conditions are not of the best. For steep slopes, tops of walls, rockeries, etc., these plants are especially desirable and their fragrant flowers are a charm to have in any room, and often perfume a whole garden. \$2 per dozen.

A FIT companion for brilliant border effects is the Golden Alyssum. Its flowering season is April to May, and, when in full bloom, it is simply a sheet of rich golden color. The foliage effect is a gray green, and it thrives best in real sunny locations, quality of soil not important. However, it is not easily transplanted except when young. Price \$1.50 per dozen for young plants. Best results cannot be expected before second year after planting.

☛ Where soil is fertile and not exposed to too much drought, another wonderful little border plant is the Aubrietia or Purple Rockcress. This blooms very



A ten year old planting of *Iberis Sempervirens*
at Fifteenth and Street (Perennial Candytuft)

Hardy Flowers *for Beds and Borders*

MANY a home would look more inviting and cheerful if its entrance was suitably bordered with some hardy plant or shrub requiring little or no attention, such as we have several growing in local yards. Few permanent border plants have such a hardy nature as the Perennial Candytuft or *Iberis Sempervirens*. Its blooming season falls into the early spring and the foliage is a dark green of a very compact nature. It is not requiresome as to soil or location and will grow everywhere except in deep shade. The glistening white flowers form a regular carpet of blossoms and gives a wonderful setting for flowers of most any other color.

☞ Plants once well established may be pruned after flowering to keep them within bounds, and plantings such as the one shown in the picture are still the pride of the neighborhood after ten years of existence. No attention has ever been given this planting beyond a few prunings during all these years—truly a wonderful showing considering the very small cost of the original planting. The Swiss Floral Company takes pride in showing such creditable plantings done years ago, and for the first time in many years has again a supply of this great border plant to offer this season.

☞ Strong two-year-old plants that will produce quantities of flowers next spring are offered at \$2.50 per dozen. One-year-old plants at \$1.50 per dozen; this size, however, may not bloom next spring.

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COMPANY



The most admired of Laurelhurst's Spring Gardens, consisting of a mass planting of *Silene Pendula Rosea*

Plants for the Garden and Cut Flowers

MOST of the old-fashioned, hardy flowers do best if planted during fall and early winter months, especially those that bloom early must be set out during the fall. The following represent a fair assortment for the average garden:

DELPHINIUM OR LARKSPUR—Assorted types in many shades of blue, \$2.50 per dozen.

GAILLARDIAS—Fine for constant blooming, good cutting, \$1.50 per dozen.

COREOPSIS—Bright yellow cut flowers; long, slender stems; \$1.50 per dozen.

COLUMBINES—For partial shade. Long spurred type, mixed colors, \$2 per dozen.

ASTER SUBCOERULEA—June blooming, handsome lavender cut flower, \$1.50 per dozen.

GEUM, MRS. BRADSHAW—Bright scarlet, free blooming, easily grown, \$2 per dozen.

SWEET WILLIAMS—The famous Holborn Glory type. Mixed colors, \$1.50 per dozen.

SWEET WILLIAMS—Newport Pink. Brilliant salmon shade, \$1.50 per dozen.

PHLOX—In five, the finest varieties. White, pink and red colors, \$2.50 per dozen.

PHLOX—Elizabeth Campbell. The handsomest of soft salmon pink, \$3 per dozen.

ORIENTAL POPPIES—Large, bright scarlet, spring flower. Roots, \$2.50 per dozen.

HEUCHERA OR CORAL FLOWERS—Graceful cut flowers, fine border plant, \$2 per dozen.

CANTERBURY BELLS—The showiest plant for the hardy garden in the following colors: Pink, lavender, purple and white. Cup and saucer type, \$1.50 per dozen.

HELENIUM RIVERTON BEAUTY—Very fine late summer cut flower, deep golden. Will thrive in poorest soils. \$2 per dozen.



Grounds without attraction or beauty

FINE EXAMPLE—What hardy shrubs and flowers will do in improving the appearance of a home. Above residence of J. Bacher, 440 Tillamook Street, photographed October, 1920. Below, same residence after yard has been improved and suitably planted with properly selected shrubs. Photo taken June, 1921. The selecting and careful planting of shrubs and flowers suited to make home grounds really beautiful is given especial care and attention by the Swiss Floral Company.



Not a Luxury but a splendid Investment is a planting of really fine shrubs, The Increase in selling value of homes is far greater than the cost of shrubs planted

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A field view of Dwarf Veronicas, blue Ceanothus and other shrubs in nursery grounds of the Swiss Floral Company

Evergreen Shrubs *for Local Planting*

THE trend of garden planting is turning to the practical features, including the evergreen nature and the flower effects to be found in the newer introductions of shrubs from New Zealand and the Orient. In our open climate there is little or no reason for not having our home grounds look attractive during the dreary winter season, and there are many varied permanent color effects possible by suitable arrangement of up-to-date shrubs. Customers desiring the best effects must know the nature of our shrubs or enlist our services in arrangement and planting as well as choice of kinds best adapted to the particular locations to be planted.

¶ The Swiss Floral Company has for years assisted the planting public in obtaining fine and unusual effects often imitated and copied by others in our line of business. Our plantings are invariably successful, as we **KNOW HOW TO DO IT RIGHT**. A personal inspection of the grounds to be planted is usually required in order to know what is really best for a given space.

¶ Customers are invited to consult us and personally visit our establishment when contemplating planting. Our assortment of shrubs is very varied and contains many of the newer and most desirable kinds for local planting. Small, medium and large sizes may be selected for all different locations to be planted.

¶ An important feature of shrub planting by the Swiss Floral Company is the **THOROUGH PREPARATION OF THE SOIL**, often overlooked or carelessly done by others who care not whether a planting is a success or not. Our motto: "**WHAT WE DO WE DO WELL**," insures results to our customers.

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The most beautiful of newer shrubs from New Zealand the Cypress Veronica (cupressoides) in foreground, English Laurels and Cotoneaster in background of Nursery plot of Swiss Floral Co.

THE bungalow type of residence, and where space is limited, the following evergreen shrubs will prove especially meritorious. The Veronicas, a class of evergreen shrubs, nearly all introductions from New Zealand, have proven meritorious in Portland gardens during the last ten years. We have the following varieties in various sizes:

VERONICA TRAVERSII—Neat, bright green foliage, fine white flowers in June. Grows to height of 3 feet.

VERONICA GLAUCA—Low growing, bluish gray foliage. Stands drought well.

VERONICA MENZIESII—Forms neat, round bushes, 20 inches high, average gray green handsome foliage.

VERONICA BUXIFOLIA—Very dwarf, pea green. Especially neat border shrub.

VERONICA PIMELOIDES GLAUCA—Miniature foliage, blue green. Fine rock plant.

VERONICA DECUMBENS—Another very dwarf variety with very odd black stems, dark green foliage.

VERONICA ANDERSONII—Rather large leaved, elegant shrub, sweetly scented, blue flowers late in fall.

VERONICA LONGIFOLIA—Shiny, bright green leaves, light blue flowers. Needs very sheltered location.

VERONICA CARNOSULA—Striking dark green, freshy foliage, handsome pink flowers during June. Semi-dwarf, compact grower.

VERONICA LONGIFOLIA VARIEGATA—Beautifully white and yellow variegated foliage, but of very delicate nature for cold. Must be sheltered.

Other varieties are on trial in limited numbers. Plants of above listed kinds in different sizes from 50 cents to \$2 each. Adapted for rockeries, small hedges, borders or specimen plants for lawns.

VERONICA CUPRESSOIDES, or Cypress Veronica, is beyond question the most startling and attractive dwarf shrub ever introduced to Portland gardens. Looks like a miniature cypress, from whence its name. Forms neat globose bushes of symmetrical appearance. Fine shaped plants, \$1.50 each.

PITTOSPORUM TOBIRA—One of Japan's choicest contributions to American gardens of the Pacific Coast. Glossy, dark green foliage, evergreen with whitish yellow flowers, exceedingly fragrant, jasmine-like. Plant in sunny location as substitute for fragrant Daphne. Fine plants, \$1.50 each.

VARIEGATED PITTOSPORUM—Beautiful whitish variegated foliage. Plant is very dwarf, resembling in habit the Japanese evergreen azalea. Flowers very fragrant but small. Requires sheltered location, partly shaded, for finest coloring of foliage. Strong plants, \$2.50 each. (Rare.)



Fine specimen Mexican Orange or Choisia one of the handsomest of evergreen shrubs. Planted by Swiss Floral Company

MEXICAN ORANGE, or *Choisia Ternata*. Very glossy, attractive foliage of a pleasing light green shade. Forms handsome bushes, producing white flowers in clusters during April to May. Fine plants from \$1 to \$2 each.

AUCUBA OR JAPANESE LAUREL—Especially desirable for shady locations. Slow growing but large, glossy leaves and bright red berries in spring. Very desirable foliage shrub. Big plants, \$2.50 each; smaller size, \$1.50.

AUCUBA VARIEGATED (Gold dust laurel)—Foliage richly marked by yellow dots. Loves to grow in dense shade. Plants from \$1 to \$2 each.

ESCALLONIA RUBRA—Beautiful, glossy aromatic foliage, branches terminating with clusters of light red flowers. Loves to grow in sheltered, sunny locations. \$1 and \$1.50 each.

ESCALLONIA VIRGATA—White flowered, upright growing shrubs. Blooms late summer. Glossy, rather aromatic foliage. Needs sunny location. Plants from \$1 to \$2 each.

EVONYMUS JAPONICA—Of the evergreen shrubs, growing well in partial and shady locations. This is one of the best. Glossy, dark green foliage, of upright growing character. Plants ranging in price from 50 cents to \$2.50 each, according to size.

EVONYMUS JAPONICA COLUMNARIS—Dark green foliage, upright growth. 75 cents.

EVONYMUS JAPONICA ALBO MARGINATA—Dark green foliage, edged white. Especially adapted to east or north exposures. 75 cents to \$1.50 each.

EVONYMUS JAPONICA AUREA—Compact, slow growing, yellow variegated foliage. 75 cents to \$1.50 each.

EVONYMUS JAPONICA MACROPHYLLA AUREA—Larger, foliage bright green, of spreading habit, leaves variegated yellow. \$1 to \$2 each.

EVONYMUS JAPONICA, PRESIDENT GAUTHIER—Large leaves, beautifully marked with white blotches (rare). \$1.50 each.

EVONYMUS MICROPHYLLA—Very dwarf, compact grower, tiny green foliage, fine border plant. Small plants, 50 cents each.

EVONYMUS RADICANS ARGENTEA—Low creeping habit, variegated white. Adapted for rock work. Small plants, 25 cents each.



Attractive grouping of dwarf evergreen shrubs emphasizing an otherwise plain entrance—*Aralia Sieboldi* in tubs near steps, one of Japan's noblest shrubs for local gardens

ABELIA RUPESTRIS—Another Chinese evergreen of exceptional merit. Of graceful form and foliage glossy green with bronzy tint, little bell-like flowers all during late summer and fall; white, surrounded by bronze colored floral bracts. This shrub is especially effective individually or in mass planting and requires a fertile soil and sunny location. Plants from 75 cents to \$1.50 each, according to size.

CEANOTHUS GLOIRE DE VERSAILLES—Is one of the lesser known but meritorious flowering shrubs of semi-evergreen nature. It produces beautiful sprays of feathery blue flowers resembling our native mountain lilac. For continuous blooming from June to frost it has no equal among shrubs on the Pacific Coast. Requires sunny location. Fine plants, \$1 and \$1.50 each.

CEANOTHUS MARIE SIMON—A sister variety of the above but totally distinct in flower and character of growth. Neat, upright form, producing great quantities of delicate pink blossoms of mist-like fineness, well adapted for mixing into bouquets as cut flowers. Blooming season mid summer and late fall, if watered and cut so that seeds do not form. Strong plants, \$1 to \$2.

LAURUS TINUS—One of the earliest flowering evergreens that grows to large size as specimen plant or in groupings. Its chief beauty are the flat clusters of flower buds visible all during the winter and opening with the earliest sunshine into pearly white flowers. The color of the buds is a dull red, but very striking just before opening into white blossoms. Makes a satisfactory and welcome cut flower to use in connection with early bulbs. Will grow in sun or shade but flowers only freely in the sunniest location. Bushes, 75 cents to \$1.50 each.

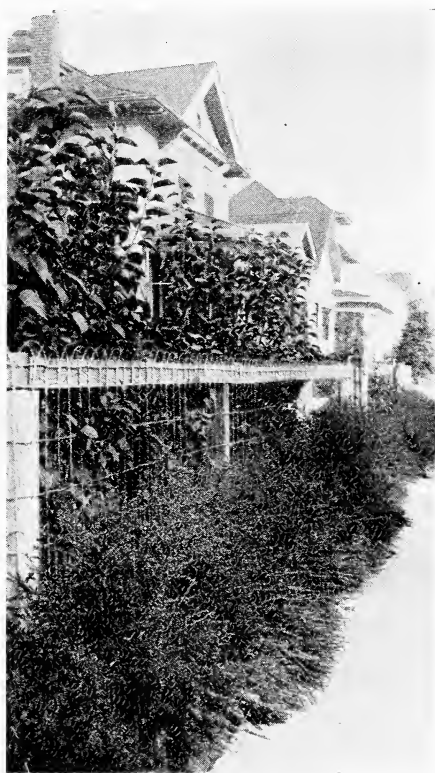


Fine trimmed specimen *Lonicera Nitida* to right; to left *Veronica Menziesii* and *Carnosula*—two fine dwarf evergreen shrubs

Lonicera Nitida

THE box honeysuckle of China is one of the newer acquisitions among evergreen shrubs and promises to be one of the most useful and effective shrubs for local gardens. The neat, graceful foliage is dark green and glossy. It is much improved by frequent prunings when compact plants are wanted, and as specimen plants for the lawn it may be shaped into pyramids, balls, columns, etc. Hedges of exquisite appearance are possible by the use of this new shrub, as no doubt it will be plentiful within a short number of years.

¶ We have a fine supply, ranging in price from 50 cents to \$2.50 each, according to size.



Lonicera as a border or hedge shrub on East Eighth near Hancock Street



Distinction and original effect has been obtained for this entrance by the use of *Veronica Buxifolia* bordering concrete steps and walk. Feature trees are Box-woods. Planted by Swiss Floral Company, Sixteenth and Tillamook Streets

YOUR garden during the winter, full of bright colors, need not be a dream, but may be a charming reality if the proper shrubs are used diligently. We wish to urge you to plant the following excellent kinds. They may not give expected results the first or second season, but will improve in beauty year after year, and call for little or no attention.

PYRACANTHA LALANDII, FIRETHORN—Evergreen shrub with upright, stiff growing branches that cover themselves with masses of orange red berries during the winter months. Slow growing by nature and rather difficult to transplant unless pot grown for several years. We have a fine lot of well-berried plants transplanted many times, 7 years old. Price, \$2 to \$3.50 each. They require or do best in sunny location and against walls they are most prolific bearers. Often used by English gardeners for covering garden walls. Nothing excels. A well-fruited bush for winter effect. (Native of western Asia.)

PYRACANTHA ANGUSTIFOLIA—Of similar growth to preceding, but distinct tomentose foliage and more spreading habit. Berries in cluster, of rich golden yellow, maturing November. Wonderfully effective for dry, sunny locations, and old shrubs may be used for cutting decorative material. Loose, gravelly soil is best suited for this grand shrub as they bear more profusely. More rapid grower than preceding kind. Plants from \$1.25 to \$2.50 each.

COTONEASTER FRANCHETTI—A spreading, graceful, large-growing shrub, covered during the winter months with bright red berries in greatest profusion. Evergreen foliage of tomentose nature. Combines well with other shrubbery.

COTONEASTER HORIZONTALIS—Well-known, low-spreading shrub, especially adapted for planting on slopes, and attractive for its red berries lasting all winter. 75 cents and \$1 each.

GOLDEN PRIVET—The very bright golden yellow foliage of this shrub lends much charm when interspersed among other green shrubs by its forceful contrast of color. It must be used for sunny location only. Adapted to pruning, it may be given formal shapes if desired for special locations. We have it in sizes priced from 25 cents to \$2.50 each, according to age and quality.

NANDINA DOMESTICA—Most graceful of all colored evergreen shrubs. Its beautiful feathery foliage often turns to a bright scarlet during the winter but regains its normal green color during the summer. A few strong bushes at \$2 to \$2.50 each.

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Nursery plot of Swiss Floral Company showing Veronicas Japanese Spindle Shrubs and the new evergreen bush Honeysuckle, Lonicera Nitida

French Hydrangea

WHILE not evergreen, the Hydrangeas are important to gardens, due to their handsome, large and long-lasting flowers produced during the summer season. For east or north exposures, one cannot find a better flowering shrub than Hydrangea Mont Rose, the finest of pink flowering varieties, not so rank or large growing as the common type but more free flowering, and in some soils it will bloom a deep, intense blue. Price, according to size, 75 cents to \$1.50 each. Sure to bloom the first season.

HYDRANGEA PANICULATA—The Japanese hydrangea, with its long-pointed flower clusters of a creamy white, turning to reddish pink, is a worthy feature for any garden. Demands good soil and lots of water. Bushes, 75 cents and \$1 each; tree form, \$2.50 each.

SPANISH BROOM—Peculiar, almost leafless shrub, blooming nearly constantly from early summer until frost. Its honey locust-like fragrance is a delicious feature of its golden yellow flowers and makes a fine cut flower for indoor use. Should be pruned back each winter for best results. Young plants do not bloom the first or second year after planting. 75 cents and \$1.50 each.

ROSES—While we do not specialize in rose bushes, we are able to supply a limited number of the choicer types at prevailing rates. Vines, such as Wistaria, Jessamines (white and yellow), Trumpet Vine, Clematis, Ivy, and many others, are carried in stock. Shade and ornamental trees, also a limited number of fruit trees, can be furnished on request.

Swiss Floral Co.

TO lovers of House Plants, Ferns, Palms, etc., our greenhouses offer much of interest and beauty. Those desiring plants or flowers will enjoy to call personally and see the large variety of different things grown here too numerous to list. The hardy potted plants suitable for urns and porch decorations the year around are of special merit and available in many sizes and kinds.

☐ All orders that require packing and shipping must make allowance for cost of material and time required. Free delivery within city limits. Shipping orders travel at expense and risk of purchaser.

Greenhouses and Office are located at east Seventh and Hancock streets. Sales Yards at Seventh and Tillamook and Seventh and Thompson streets

